

SCABIES

In this two-part series Dr. James Lace, a Salem Pediatrician, provides information on the symptoms and proper treatment of scabies.

9858, 9859

DURATION/TIME/DATE(S)

4:30, 4:00

1/28 1117A 1221A

3/21 1226A 120A

2/27 519A 622A

ACNE

In this four-part series Dr. Jon Denton, a Salem Dermatologist, discusses the cause and different types of treatment for acne.

9507, 9508, 9509, 9510

DURATION/TIME/DATE(S)

4:30, 4:30, 4:30, 4:30

1/3 720A 818A 921A 1022A

1/7 1221A 121A 221A 321A

1/14 422A 520A 621A 718A

1/21 1022A 1121A 1221P 121P

2/3 118P 218P 321P 422P

2/11 820P 921P 1021P 1121P

2/19 817A 920A 1022A 1122A

3/6 320P 420P 420P 621P

3/14 818P 921P 1021P 1120P

3/22 821A 921A 1020A 1116A

3/30 322A 420A 519A 618A

TONSILS AND ADENOIDS

Dr. Lace, a Salem Pediatrician, shows viewers signs of swollen tonsils and adenoids and the care that should follow.

9477, 9478

DURATION/TIME/DATE(S)

4:30, 4:30

2/20 1020P 1122P

3/16 420P 523p

RED CROSS

In this seven-part series Red Cross is needing blood donations. Red Cross does have a screening process for all donators and all blood used for transfusions. Red Cross provides financial assistance to victims of disasters, to purchase food, clothing, home repair, transportation, medical care, etc.

9761, 9762, 9763, 97674

DURATION/TIME/DATE(S)

4:30, 4:00, 4:30, 4:30, 4:30, 4:30, 4:30

1/12 819P 922P 1022P 1122p

1/20 622p 722P 922P 921P

1/23 1221A 122A 222A 322A

1/29 324A 424A 524A 624A

2/7 621A 719A 822A 922A
 2/14 1122A 1221P 120P 221P
 3/15 1222A 120A 221A 322A
 3/12 219P 321P 421p 519P
 3/31 422A 522A 617A 720A

SMOKING AND CHILDREN

Dr. Lace, a Salem Pediatrician talks about the problems and consequences of smoking around children.

1078, 1079

DURATION/TIME/DATE(S)

4:30, 4:30

1/2 1022P 1122P

2/7 122P 220P

2/28 1221A 126A

3/7 222A 321A

3/15 820P 921P

3/22 618P 721P

4/1 518A 619A

AMERICAN DIABETES ALERT QUIZ

Over 7 millions Americans have diabetes and don't know it. The American Diabetes Assoc. is distributing thousands of quizzes that can help people discover if they have the disease or are at risk of developing the disease.

1324 3/21/91

DURATION/TIME/DATE(S)

3:00

LOCAL PSA'S INVOLVING HEALTH MATTERS

1262

Red Cross Blood Donation Sites

DURATION/TIME/DATE(S)

:60 1/8/91 - 1/10/91

1/8 1048P 1153P

1/9 751A 254P 956P

1/10 855A 856P

1276

Red Cross Blood Donation Sites

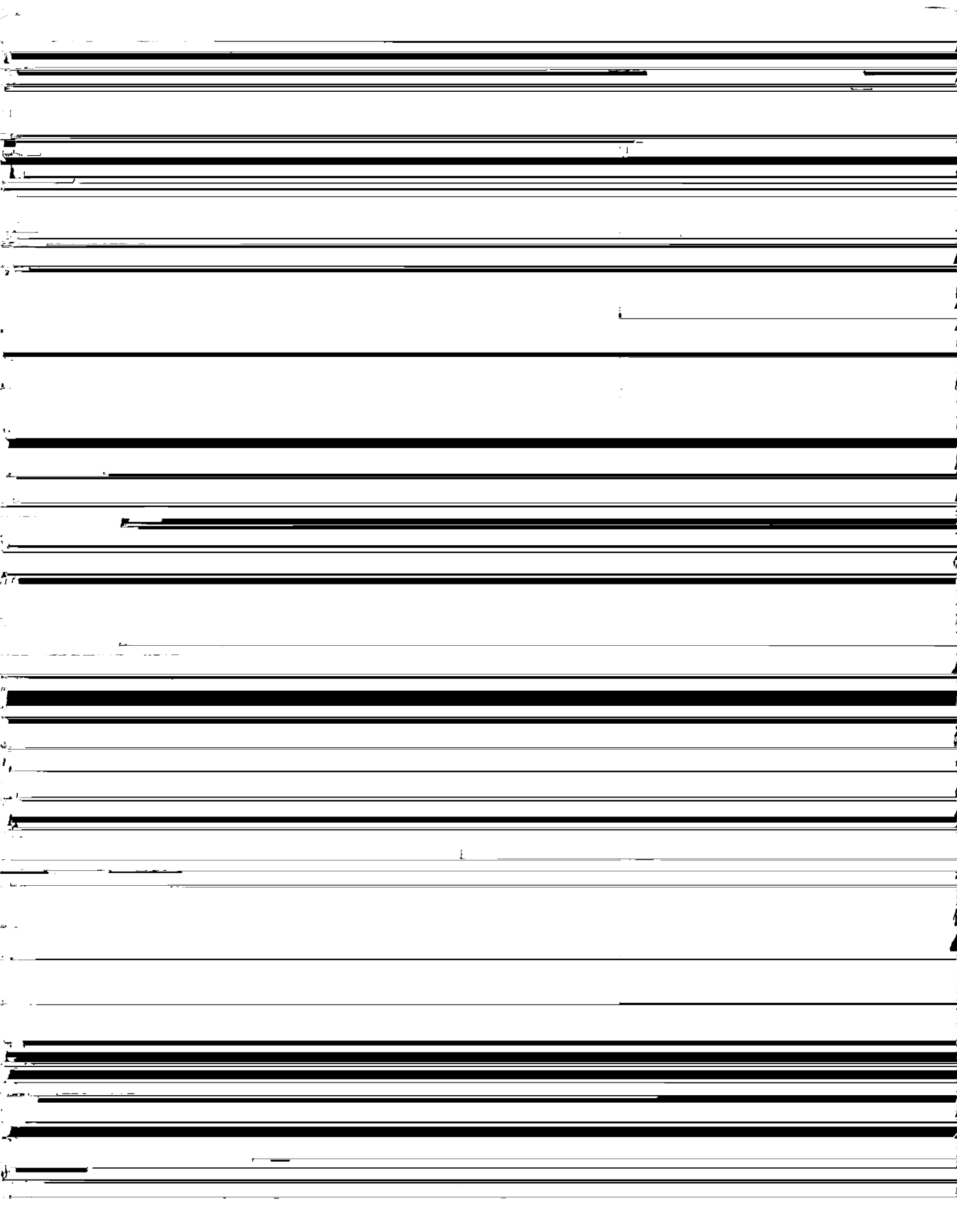
DURATION/TIME/DATE(S)

:60 1/14 - 1/16/91

1/15 1046A 355P 1153P

1/16 755A 1048A 1248P 149P

1279



1308

Red Cross Blood Donation Sites

DURATION/TIME/DATE(S)

:60 3/5 - 3/7/91

3/6 854A 150P

3/7 751A 1255P

1309

Red Cross Blood Donation Sites

DURATION/TIME/DATE(S)

:60 3/10 - 3/14/91

3/8 655A 154A 1044P

3/9 554A 1054A 225p 954P

3/10 453A 856P

3/11 653A 946A 856P

3/12 754A 1055A 954P

3/13 854A 1154A 954P

3/14 950A 1256P

1310

Red Cross Blood Donation Sites

DURATION/TIME/DATE(S)

:60 3/15 - 3/20/91

3/18 9454A

3/19 854A

3/20 746P

1311

Red Cross Blood Donation Sites

DURATION/TIME/DATE(S)

:60 3/21 - 3/24/91

3/21 1053A 652P

3/22 952A 554P

3/23 444P

3/24 755A 958A 354P

1312

Red Cross Blood Donation Sites

DURATION/TIME/DATE(S)

:60 3/25 - 3/27/91

3/25 153P 354P 856P

3/26 1154A 254P 454P 952P 1054P

3/27 952A 1047A

NATIONAL PSA'S INVOLVING HEALTH MATTERS

MEDIC ALERT/ HOSPITAL Medic Alert provides personal medical info to speed emergency treatment and help avoid tragic results. The arm band or necklace should be worn by anyone who has specific medical considerations that a paramedic should know about.

2/13/91

:10 9004 A

WILL ROGERS/ UNPROVEN REMEDIES Corben Bernsen warns against the dangers of unproven remedies. We are inundated with ads for products offering miracle cures for diseases like arthritis and cancer. He cautions consumers against the false hopes.

2/13/91

DURATION/TIME/DATE(S)

:20 9200 A

3/5 925A

MEDIC ALERT/ HOSPITAL Medic Alert provides personal medical info to speed emergency treatment and help avoid tragic results. The arm band or necklace should be worn by anyone who has specific medical considerations that a paramedic should know about.

2/13/91

:20 9203 A

3/5 1225P

3/29 1122A

WILL ROGERS/ TUBERCULOSIS Shari Belafonte says that tuberculosis is treatable and for people to watch out for the symptoms and contact a doctor if they appear. For more info, contact the Will Rogers Institute.

2/13/91

DURATION/TIME/DATE(S)

:20 9209 A

National Head Injury Foundation provides an 800 number to call for more information.

DURATION/TIME/DATE(S)

:30 9300

2/24 426P

3/10 1255P

3/31 655P

Lar Park Lincoln of Knot's Landing speaks out for Helen Keller International for viewers to send money to contribute to the distribution of Vitamin A.

DURATION/TIME/DATE(S)

:30 9301

2/24 756P

HELEN KELLER INTERNATIONAL/TAKE PART MIRACLE Actress Pam Dawber encourages viewers to donate to the Helen Keller foundation which helps to preserve sight for children around the world.

2/13/91

DURATION/TIME/DATE(S)

:30 9301 A

3/23 147A

3/31 949P

The National Cancer Institute offers information for the prevention of cancer.

DURATION/TIME/DATE(S)

:30 9304

2/21 254P

NAT. REYE'S SYNDROME/ DICK VANDYKE

Dick VanDyke warns the viewer that if their child is recovering from a virus and begins vomiting, becomes listless and displays aggressive behavior, not to use aspirin and to call the doctor.

3/6/91

DURATION/TIME/DATE(S)

:30 9306 A

3/23/ 955P

A dramatic symbolism of Alzheimer's disease, a grandfather holds a baby in his lap, but after being struck by alzheimer's, he is no longer able to remember those memories. This PSA ends with a plea for help.

2/14/91

DURATION/TIME/DATE

:30 9307 A

3/23 1025P

The Children's Miracle Network shows us a girl who had a portion of her brain removed and through the miracle of science is fine.

DURATION/TIME/DATE

:30 9308

1/7 447A

1/13 125A

AMERICAN DIETETIC ASSOCIATION/ BITE INTO

In a modern diner is a crowd of people who've discovered how easy it is to eat right. The primary message is that nutritious eating doesn't have to be boring. Busy people can still eat out quickly and healthily.

2/13/91
DURATION/TIME/DATE(S)
:30 9310 A

AMERICAN COLLEGE OF EMERGENCY PHYSICIANS/HEART ATTACK. A woman talking about her husband having a heart attack.

2/9/91
DURATION/TIME/DATE
:30 9312 A
3/14 755A

Tony Roberts, speaking for the Will Rogers Institute, gives symptoms of asthma and what could bring on an attack. With proper care a child can enjoy a full and active life.

DURATION/TIME/DATE(S)
:30 9315
1/7 1226P
1/13 354A
3/11 1225A
3/14 225P

WILL ROGERS/ UNPROVEN REMEDIES Corben Bernsen warns against the dangers of unproven remedies. We are inundated with ads for products offering miracle cures for diseases like arthritis and cancer. He cautions consumers against the false hopes.

2/13/91
DURATION/TIME/DATE(S)
:30 9316 A
3/11 426A

Bob Hope, speaking for the American Academy of Ophthalmology, reminds viewers that good eye care begins with getting a check-up and not to put it off.

DURATION/TIME/DATE(S)
:30 9319
1/7 725A
1/13 624A
3/11 621A

Cliff Robertson, speaking for the American Dental Association, reminds viewers to brush and floss daily, eat nutritious foods, and save your smile.

DURATION/TIME/DATE(S)

:30 9323
1/1 152A
1/13 725A
1/28 221P

The American Dental Association says that you can win in different sport competitions, but can you beat the odds of your mouth? Give your mouth a "sporting chance."

DURATION/TIME/DATE(S)

:30 9323
ftc: 10/30/90
2/27 1025P
3/11 325p

MEDIC ALERT/ HOSPITAL Medic Alert provides personal medical info to speed emergency treatment and help avoid tragic results. The arm band or necklace should be worn by anyone who has specific medical considerations that a paramedic should know about.

2/13/91
:30 9325 A
2/27 856P

The National Automobile Dealers Charitable Foundation shows that knowing CPR can help save a life, so learn it. A 1-800 number is given.

DURATION/TIME/DATE(S)

:30 9326
ftc: 10/22/90
1/1 854A

WILL ROGERS/ TUBERCULOSIS Shari Belafonte says that tuberculosis is treatable and for people to watch out for the symptoms and contact a doctor if they appear. For more info, contact the Will Rogers Institute.

2/13/91
DURATION/TIME/DATE(S)
:30 9329 A

Danny Thomas, speaking for St Jude's Children's Hospital, asks viewers to play their part in research and development.

DURATION/TIME/DATE(S)

:30 9330
1/1 955P

Lions Club International reminds viewers not to lose sight on what your eyes mean to you and to prevent blindness through regular check-ups.

DURATION/TIME/DATE(S)

:30 9332
1/1 1053P

LIONS CLUB INTERNATIONAL/ QUAYLE. Marilyn Quayle talks about volunteering for different organizations.

2/8/91

DURATION/TIME/DATE(S)

:30 9336 A
3/2 1154A

ADA (AMERICAN DENTAL ASSOCIATION)/ SAVE TOOTH In a cute cartoon, a character named Dudley loses a tooth. He rinses it off and follows the proper procedures and then heads for the dentist in order to save his tooth.

2/13/91

DURATION/TIME/DATE(S)

:30 9337 A
3/2 227P
3/20 324P

The National Marrow Donor Program along with Barbara Bush urges viewers to give marrow and save a life. A 1-800 number is given to call as she has children at her side.

DURATION/TIME/DATE(S)

:30 9339
2/2 226A
3/2 747P
3/26 125A

Jack Jones, speaking for the Arthritis Research Institute, encourages viewers to see their doctor in order to prevent becoming disabled by Osteoarthritis.

DURATION/TIME/DATE(S)

:30 9341
1/1 554P

Tweetie Bird, speaking for the Shriners Hospital for Crippled Children, provides a toll-free number for viewers to call to request free help for their children.

DURATION/TIME/DATE(S)

:30 9342
1/1 856P
2/3 523A

The Kaiser Foundation urges viewers to write for a free booklet on how to reduce cancer and heart disease.

DURATION/TIME/DATE(S)

:30 9343

The U.S. Department of Health & Human Services urges viewers to write for a free

1/10 156A

The Leukemia Society of America portrays a special moment being shared just relaxing thanks to the Leukemia Society of America.

DURATION/TIME/DATE(S)

:30 9367

2/18 426A

James Whitmore, speaking for the Will Rogers Institute, describes symptoms of

The Medic Alert Foundation urges viewers to wear bracelets with personal health information. It gives emergency teams life saving information.

DURATION/TIME/DATE(S)

:30 9387

1/4 254P

2/24 126A

MENTAL HEALTH FUND/ MENTAL ILLNESS

A concerned mother goes to the door of her daughter's room when she hears a crashing sound. The Mental Health Fund encourages people to be observant and aware of signs of mental illness.

DURATION/TIME/DATE(S)

:30 9388

Walter Cronkite, along with the Alzheimers Association, tells viewers that the Association is here to stand by someone who has this disease.

DURATION/TIME/DATE(S)

:30 9389

ftc: 10/30/90

1/4 356P

2/24 528A

Center for Disease Control an Aids Task Force is asking viewers how much do children know about the disease and how they are being taught.

DURATION/TIME/DATE(S)

:30 9390

1/4 925P

2/24 554A 929A

3/30 825P

Jimmy Heuga, along with the National Multiple Sclerosis Society, tells viewers he lives one day at a time. There is no known cause or known cure. Viewers can write for more information on MS.

DURATION/TIME/DATE(S)

:30 9411

ftc: 10/22/90

1/1 454P
1/4 625A
1/22 449A
2/24 554P
3/14 254A
3/17 857P

The United Scleroderma Foundation along with Beverly Sassoon informs viewers that
Scleroderma affects over 1 million people in the United States. An address

2/12 154A
2/18 1253P
3/2 655A
3/20 354P

The AIDS Task Force shows children playing in an open field saying they want to grow up in a better world...without HIV Virus.

DURATION/TIME/DATE(S)
:60 9437

NUTRI SYSTEM/ OBESITY

Education is important when trying to learn new eating patterns. This spot concentrates on the fact that kids are taught to eat everything on their plate. Nutri Systems is trying to get people to avoid that in the future.

9443 3/21/91
DURATION/TIME/DATE(S)
:60
1/28 1154P
2/3 1255A
2/6 452A
2/12 253A
2/18 254P
3/2 956A
3/20 450P

The National Federation For The Blind along with Kenneth Jernigan shows a blind person doing everything that a person with sight does. The blind just need opportunities.

DURATION/TIME/DATE(S)
:60 9445
1/7 155A
1/13 222A 854A
2/3 324A
2/18 655P 856P
3/24 152A
3/17 1253A
3/20 1154P
3/30 1254A

The National M.S. Society along with Madlyn Rhue gives definition of M.S. and gives number.

DURATION/TIME/DATE(S)
:60 9447
1/7 355A
1/25 953P

2/3 1028A
2/18 1047P
3/17 154A
3/30 256A

Lar Park Lincoln, speaking for Helen Keller International, asks viewers to donate money to contribute to the distribution of Vitamin A.

DURATION/TIME/DATE(S)
:60 9449

Joan Van Ark from Knots Landing, speaking for Helen Keller International, gives viewers a holiday message. She is asking for money to give children vitamin A to help save the sight of children.

DURATION/TIME/DATE(S)
:60 9449
ftc: 10/30/90

The American Osteopathic Association warns viewers of the importance of early medical attention for children with ear infections.

DURATION/TIME/DATE(S)
:60 9450
1/7 1154A
2/12 925P

American Osteopathic Association discusses colon cancer and to get regular check-ups.

DURATION/TIME/DATE(S)
:60 9452
1/7 554P
2/12 1154P
2/24 456A
2/27 1255A
3/17 958A

2. THE COMMUNITY

IN YOUR INTEREST

BIG BROTHER/BIG SISTER

In this two-part series, Forrest LaBarre, assistant director of Youth & Camping, shares that the YMCA Big Brother/Big Sister program operates by setting up a one to one relationship between an adult volunteer and a child. At this time there are over 40 children on the waiting some have been on the list for over three years.

9577, 9578

DURATION/TIME/DATE(S)

4:30, 4:00

1/2 320A 421A

1/7 1021P 1122P

1/14 121A 222A

1/21 322A 422A

1/29 821P 921P

2/15 1122A 1221P

2/27 722A 822A

3/6 121P 218P

3/13 121P 221P

3/19 321P 421P

3/29 1127P

3/30 1221A

SALVATION ARMY

This seven-part series provides information on services provided by the Salvation Army. Major Horgen, Commanding Officer and Jim Ryan, Business Administrator discuss the history of the group and information on the following services are provided: Emergency Shelter, Family Services, Food Boxes, Youth Camp and Project Help.

9597, 9598, 9599, 9600, 9601, 9602, 9603

DURATION/TIME/DATE(S)

3:40, 4:30, 4:30, 4:30, 4:15, 3:40, 4:30

1/19 319P 420P 519P 621P 721P 820P 922P

1/28 319A 422A 522A 622A 720A 818A 920A

2/15 1023P 1122P

2/16 1221A 223A 320A 422A

2/21 922A 1019A 1121A 1222P 221P 321P

3/2 520P 719P 822P 921P 1021P 1118P

3/28 1222A 117A 222A 321A 422A 521A 620A

LOCAL PUBLIC SERVICE ANNOUNCEMENTS INVOLVING THE COMMUNITY

COMMUNITY CALENDAR

Chemeketa; Class: Parent-Child Interaction, Salem Public Library; Preschool
Spartan; Clackamas Community College; "Can Clackamas County Survive Urban

2/9 854A 1051A 154p 554P
2/12 1153A 453P

COMMUNITY CALENDAR

Salem Theater of Performing; "Barefoot in the Park", St. Mary's Church;
"Candlelight Spaghetti Dinner, Salem Public Library; musical "A Moment Ago",
Salem Heritage Week-A sesquicentennial Celebration, Oregon PUC;PUC Public
Meeting, Canby Adult Center; Free Blood Pressure Screening.

9439 2/13 - 2/19

DURATION/TIME/DATE(S)

:60

2/15 1055A 254P

2/18 1154A 555P

COMMUNITY CALENDAR

CCC; "Between the Stars", Willamette U.; Guest speaker Giancallo Esposito-on
racism, Blue Sky Gallery; Photography exhibit-Making Good Time, Salem Public
Library; BeBop/Hard Bop Jazz at the Library, Albany Public Library; Friday Night
at the Videos "Dick Tracy", YWCA; New Chance program recruiting teen parents to
complete education, Oregon Home Front Coalition; Portland Rally to Support the
Troops.

9440 2/20 - 2/23

DURATION/TIME/DATE(S)

:60

2/21 755A 455p 756P

COMMUNITY CALENDAR

SALEM PUBLIC LIBRARY; Preschool Storytime, OMSI and GOOD SAMARITAN; Brain Power,
MISSION MILL MUSEUM, 2nd Annual Guest Speaker Series, CCC; Designing and
Maintaining an almost perfect yard, OMSI; Seeing in 3D, Willamette U; Spring
Dance Concert, Salem Senate-Aires Barbershop: Barbershop and Choral Showcase.

9439 2/25 - 3/3

DURATION/TIME/DATE(S)

:60

2/27 151P 655P 1051P

3/2 1053A 451P 856P

COMMUNITY CALENDAR

LECTURE "HOLY WAR", Willamette Univ; PUC PUBLIC MEETING, OREGON PUC; LECTURE
"PRESERVATION OF BIODIVERSITY", CCC; "DUCKTAILS, THE MOVIE", ALBANY PUBLIC
LIBRARY; SALEM AREA SENIORS HOBBY SHOW. SALEM AREA SENIORS: PORTLAND GAY MEN'S

LOCAL PSA'S INVOLVING COMMUNITY MATTERS

NATIONAL PSA'S INVOLVING COMMUNITY MATTERS

The National Association for Hospital Development encourages viewers to support non-profit hospitals in their communities.

DURATION/TIME/DATE(S)

:30 9373

1/10 1256P

1/19 350P

3. YOUTH ORIENTED ISSUES

IN YOUR INTEREST

Mid-Valley Children's Guild

The Mid-Valley Children's Guild helps children with mental and physical problems. Children receive the training they need to survive. The Mid-Valley Guild needs money to provide necessary services to these children.

1065

DURATION/TIME/DATE(S)

4:10

3/19 122A

Buddy Bear

The Buddy Bear program distributes stuffed animals to children who are distressed

1/21 221P
1/30 821P
2/11 1020A
3/14 122A
3/18 422A
3/28 721A

KK/Balloon Animals

How to make animals from balloons directed towards children.

9592

DURATION/TIME/DATE(S)

4:30

2/9 717A

Jumping Jupiters/KK

The Jumping Jupiters at Hayesville School demonstrates different jump roping techniques

4/4 225A
4/23 219P
4/26 519P
5/7 249A
5/14 1070P

6/2 1056A
6/5 549P
6/9 1057A
6/12 1119P
6/16 1149P
6/26 849A
6/30 449P

Michael Gross speaking for Operation Lifesaver talks about how dangerous trains can be and to look and listen when approaching tracks.

DURATION/TIME/DATE(S)

:30 9369
4/29 219A
5/3 749P
5/10 219P
5/31 919A
6/5 1149A
6/12 819P
6/16 1056A

DISNEYLAND/ EARTHQUAKE

Disneyland wants people to be aware of the dangers of earthquakes and what kinds of preventive care can be taken

DURATION/TIME/DATE(S)

:30 9 373
6/27 645P

The National Shooting Sports Foundation reminds viewers to take a moment to make sure guns are unloaded and stored in a safe place.

DURATION/TIME/DATE(S)

:30 9381
ftc: 10/30/90
4/10 1054A
4/30 549A
5/4 8920A
5/7 849A
5/11 449P
5/18 220P
5/21 419A
5/25 219A
6/19 1149P
6/23 149P
6/30 1028A

US FIRE ADMIN/ FIRE IS BLACK

The US Fire Administration warns about the dangers of fire.

DURATION/TIME/DATE(S)

:30 9 396
4/30 454P
5/4 119A
5/7 919P
6/7 849A
6/14 1020A

CRIME PREVENTION/ WORK TOGETHER

McGruff/ Crime Prevention's spokesdog encourages communities to work together in order to fight crime.

4/5/91

DURATION/TIME/DATE(S)

:60 940B
4/25 1048P
5/29 948P 5/2 1248A
5/6 848P
5/9 248P
5/13 348A
5/19 1248P
5/20 748A
5/23 548A
6/10 348A
6/13 848P
6/17 1048A
6/27 219P

The U.S. Department of Transportation warns viewers whenever they see a sign that a petroleum pipeline exists, call before you dig.

DURATION/TIME/DATE(S)

:60 9409
4/7 325P
4/23 848P
4/26 648A
4/28 355A
4/30 148A
5/3 148P
5/5 1028A
5/10 548P
5/12 1028A
5/14 1148P
5/17 1020A
5/26 1028A
5/31 819P
6/2 248P
6/13 948P
6/17 1148A
6/27 548A

CRIME PREVENTION/ McGruff's 10th ANNIVERSARY A history of the ten years since the creation of McGruff as the Crime Prevention Center's mascot.

2/9/91

DURATION/TIME/DATE(S)

:60 9416 A

4/13 448A
5/23 719P
5/28 1228P
5/3 1048P
5/7 548A
5/14 1248A
5/28 348A
5/31 948A
6/4 920P
6/8 119P
6/11 348P
6/15 1248P
6/18 848A
6/22 948A
6/29 1148P

McGruff's Safety Crime Prevention takes viewers back with clips of his 10 year anniversary and to take a bite out of crime.

DURATION/TIME/DATE(S)

:60 9432

4/1 1026P
4/4 954P
4/13 648P
4/25 1119P
4/28 1254A
5/2 348A
5/5 548A 648P
5/9 548A
5/12 348A
5/19 1156A
5/26 148P
5/30 119A
6/2 548A

6. GOVERNMENT

IN YOUR INTEREST

NAVAL RESERVE

In this segment Chief Ted Gross talks on the Naval Reserve. It is a force of highly trained people available in a national emergency to meet the expanded needs of the active duty Navy. Most reservists serve in a part time status consisting of one weekend a month and an annual two weeks. The benefits of joining the reserves are money, training, and travel.

1100

DURATION/TIME/DATE(S)

3:30

4/8 1222a

4/15 621a

4/22 121a

4/29 222a

5/6 322a

5/13 421a

6/13 122a

6/18 1122P

6/27 818A

K-9 UNIT

In this segment Deputy Dave Hussey and Sheriff Prinslow, of the Marion County Sheriff Department, shows off their K-9 Unit. The purpose of the unit is to use police dogs and handlers specifically trained in crime scene search and suspect apprehension techniques in order to effectively combat crime.

1007

DURATION/TIME/DATE(S)

4:00

4/5 119P

4/11 821P

4/15 524P

4/23 422A

4/29 1021P

5/8 617P

5/11 1020A

5/17 122A

5/21 721A

5/27 1221A

6/10 1122P

6/19 920A

6/20 621P

6/27 1122A

DISABLED VET OUTREACH PROGRAM

The Disabled Veteran's Outreach Program informs viewers that there jobs and training out there for disabled vets.

1005

DURATION/TIME/DATE(S)

4:30

4/4 1119A

4/14 422A

4/17 821A

4/26 221P